Messages that Motivate

Julie Bataille, Senior Vice President
Riley Greene, Account Supervisor
It’s a new day!
Today’s Discussion

- A Look at the Medicaid-eligible, Uninsured
- Barriers Old and New
- Motivations and Messages
- Messengers and Mediums
- Tactics and Timing
- Resources and Tools
A Look at the Uninsured

- Lives are busy, often stressful
- Juggling bills, often have medical debt
- Delaying care until health problems are serious
- Many have tried before, don’t think there is a coverage option for them.
- But they value health insurance. And want it.
Barriers Old and New

- Cost
- Eligibility
- Previous experience
- Awareness

What else?
Messages

- This is new! The **rules have changed**, more people are eligible than ever before.
- It is **low cost or free** coverage.
- Accidents happen and medical bills add up fast—having coverage gives you **peace of mind**.
- **Comprehensive benefits**—you are covered for check-ups, hospitalizations, prescriptions and more. **Preventive care** is covered at **no cost to you**.
- You can get **in-person help** signing up from a trained expert in your community.
- No deadline to enroll—you can **sign up year-round**.

What else has worked for you?
Accidents can happen to anyone, and medical bills can add up fast. Now, more people than ever are eligible for high-quality, low-cost or free health insurance through Healthy Louisiana. For example, individuals making up to $16,395 a year, or a family of four making up to $33,534 a year, could qualify. Medicaid covers doctor visits, hospitalizations, prescriptions and more. To learn more, call 1-888-342-6207 or go to healthy.la.gov.
Messengers

- Health care providers
- People like you
- Friends and family
- Employers

Messages that Motivate
Partners

- Hospitals and health centers
- Libraries
- Schools
- Faith-based organizations
- Tax preparers (VITA)
- Embassies/consulates

Local and county agencies

- Heating and energy assistance (LIHEAP)
- DMV
- Parents of kids on CHIP
- Unemployment/job training benefits

What partners have been particularly effective in your community?
Spreading the Word

- Conduct local earned media:
  - Op-eds
  - Radio interviews
  - Event announcements
- Tap into existing events
  - Health fairs
  - Cultural festivals
- Collect and share personal stories
- Engage trusted leaders in target communities
- Leverage existing communication channels:
  - Social Media
  - Listservs, websites, blogs, bulletins, and other channels

Louisiana takes a healthy step forward today

Medicaid Expands in Louisiana, Giving 375K People Health Care
A Note on Social

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<tr>
<th>Why social?</th>
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<tr>
<td>• Amplify your message</td>
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<td>• Word of mouth</td>
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<th>Who do we reach?</th>
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<tr>
<td>• Your followers</td>
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<td>• Followers of any partners you tag or who share your content</td>
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<th>How should we use it?</th>
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<td>• Promote enrollment events</td>
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<td>• Demonstrate success for partners and media</td>
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<th>What to share?</th>
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<tr>
<td>• Core messages</td>
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<td>• Personal testimonials</td>
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<td>• Data on enrollment success</td>
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<th>What not to share?</th>
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<tr>
<td>• Policy/political/personal opinions</td>
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Include photos in posts for higher engagement!

New Low-Cost Health Coverage
Enroll Today!

Messages that Motivate
Consistency, and Repetition, are Key.

Sing from the same song sheet to ensure message discipline, and repetition, across partners so key messages are reinforced.

Tools:

• Core message document
• Template materials for use in communications
• Regular coalition check-ins
Some Things to Keep in Mind

- Playing defense:
  - Enrollment numbers
  - Health care utilization
  - Testimonials
  - Budget impact
Resources and Tools

- Flyers
- Posters
- Postcards
- Rackcards
- Social media graphics

Coverage includes:
- Doctor, hospital, and emergency services
- Laboratory and x-ray services
- Maternity and newborn care
- Mental health and substance abuse treatment
- Prescription drugs
- Rehabilitative services and supplies
- Transportation to appointments
- Vision care and more!

Who can enroll?
- Louisiana residents, ages 19–64
- Not already enrolled in Medicaid
- Not eligible for Medicare
- Must have a household income below $10,305 per year for an individual or $33,334 per year for a family of four.

See healthy.la.gov for more household income thresholds.

There are three ways to apply:
- Online at healthy.la.gov
- Call 1-888-342-6207
- Visit healthy.la.gov to find an application assister near you.
Questions?
Thanks.
And good luck!